

February 22, 2013

To: Executive Board

Subject: **Transit Store Quarterly Report**

Recommendation

Receive and file the Transit Store Quarterly Report.

Analysis

Pass Sales (Attachments A & B): Sales for the second quarter of FY 13 totaled \$1,477,621 and represent a decrease of approximately three percent from the \$1,525,309 in sales during the second quarter of FY 12. During the second quarter sales do tend to decline in part due to the holidays. Also, with the relocation of the El Monte Transit Store from the temporary trailer to its new location, the Store was closed four business days in effort to move all necessary equipment. When the Store reopened its doors on October 15, unfortunately our phone lines and network connections were not up and running therefore our Transit Store team was only able to handle cash and check transactions. Customers wanting to use a credit card as form of payment had to be turned away and directed to other Stores as we were not able to process credit card transactions. All phone and network connectivity was not restored until November 2.

Attachment A provides a graphic representation of the three month sales figures by store. Attachment B provides a graphic representation of the three-month sales figures by product type.

Sales by Store				
STORE LOCATION	OCTOBER	NOVEMBER	DECEMBER	SECOND QTR TOTAL
West Covina	\$94,682	\$84,407	\$72,613	\$251,702
Puente Hills	\$124,435	\$102,001	\$97,137	\$323,573
Claremont	\$53,944	\$47,293	\$41,600	\$142,837
Pomona	\$108,911	\$98,681	\$85,335	\$292,927
El Monte	\$145,365	\$141,082	\$123,124	\$409,571
WebSales TAP Service Ctr.	\$20,882	\$18,098	\$18,031	\$57,011
Total	\$548,219	\$491,562	\$437,840	\$1,477,621

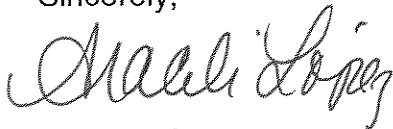
Phone Activity (Attachments C & D): During the second quarter of FY 2013 a total of 74,283 phone calls came through the 800 customer service line. Customer Service Representatives (CSRs) answered 68,489 phone calls with an average hold time of 43 seconds. The average handling time of a call was one minute and 37 seconds. The percentage of calls answered during this period was 92 percent, a slight improvement of approximately two percent when compared to the same period in FY 2012 averaging 90 percent.

MONTH	PERCENT ANSWERED	CALLS RECEIVED	CALLS ANSWERED	AVG. HOLD TIME	AVG. HANDLING TIME
OCT FY 13	92%	28,209	25,910	:43	1:37
NOV FY 13	93%	23,962	22,203	:43	1:36
DEC FY 13	92%	22,112	20,376	:42	1:37
2nd Qtr Total	92%	74,283	68,489	:43	1:37

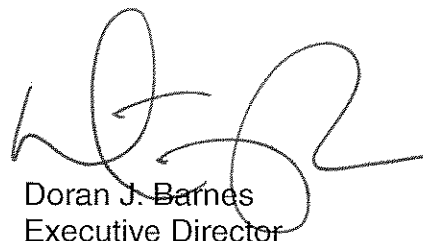
Walk-in Traffic (Attachment E) Walk-in traffic recorded for all *Stores* this quarter totaled 141,312 a decrease of approximately 16.5 percent when compared to the same period in FY 2012, which totaled 164,591. During the relocation of the El Monte Store to its new permanent location from the temporary trailer in early October, several factors played a role in not being able to capture walk-in data due to lack of connectivity to our network. Our IT team worked closely with the phone service providers and Metro to ensure we were up and running as quickly as possible to better serve our customers.

With the new lobby design and shared counter space at the El Monte Transit *Store*, capturing accurate walk-in data has become a challenge due to the number of doors customers may use to enter the building. Currently the people counter devices have been mounted onto the stanchions placed in front of our counter in an effort to capture walk-in traffic. Our team currently directs customers to enter through the stanchions in an effort to capture the data. We will continue to monitor this process moving forward.

Sincerely,



Araceli López
Transit Store Operations Manager

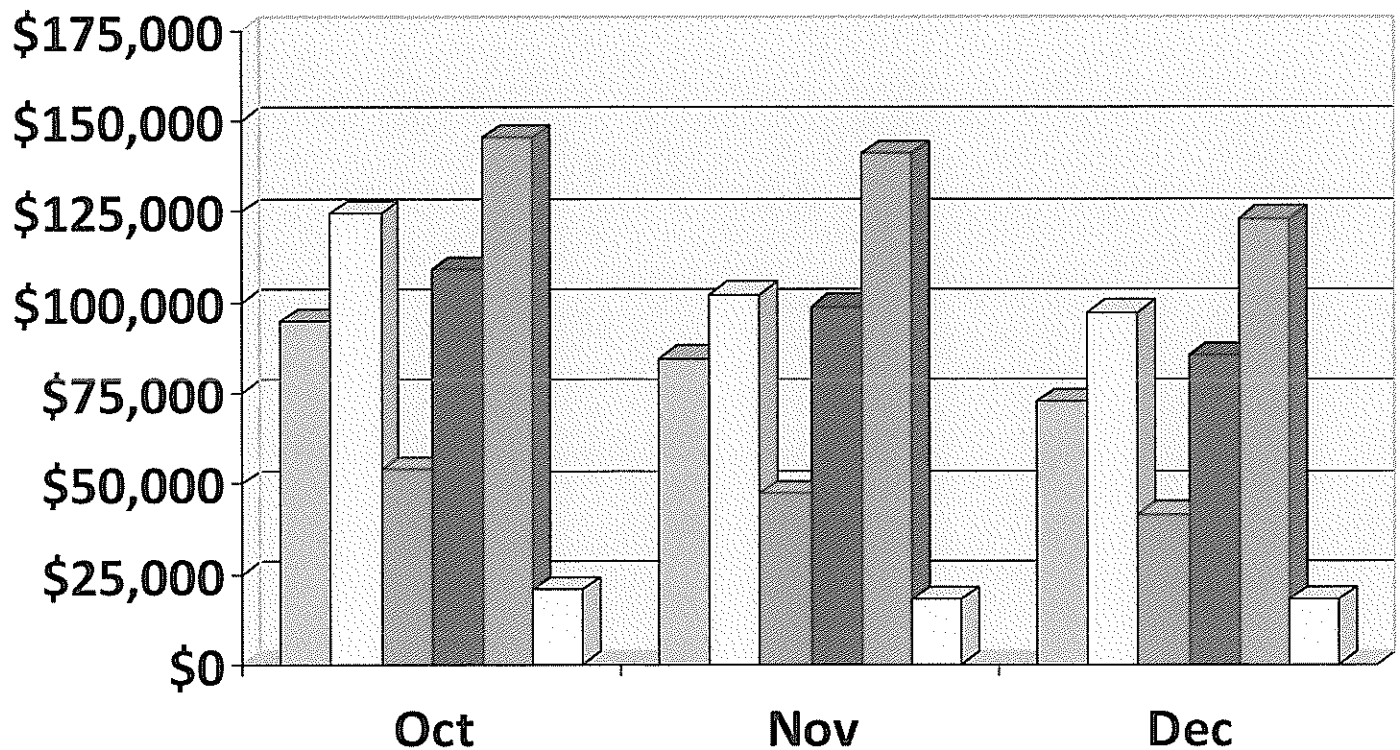


Doran J. Barnes
Executive Director

Attachments

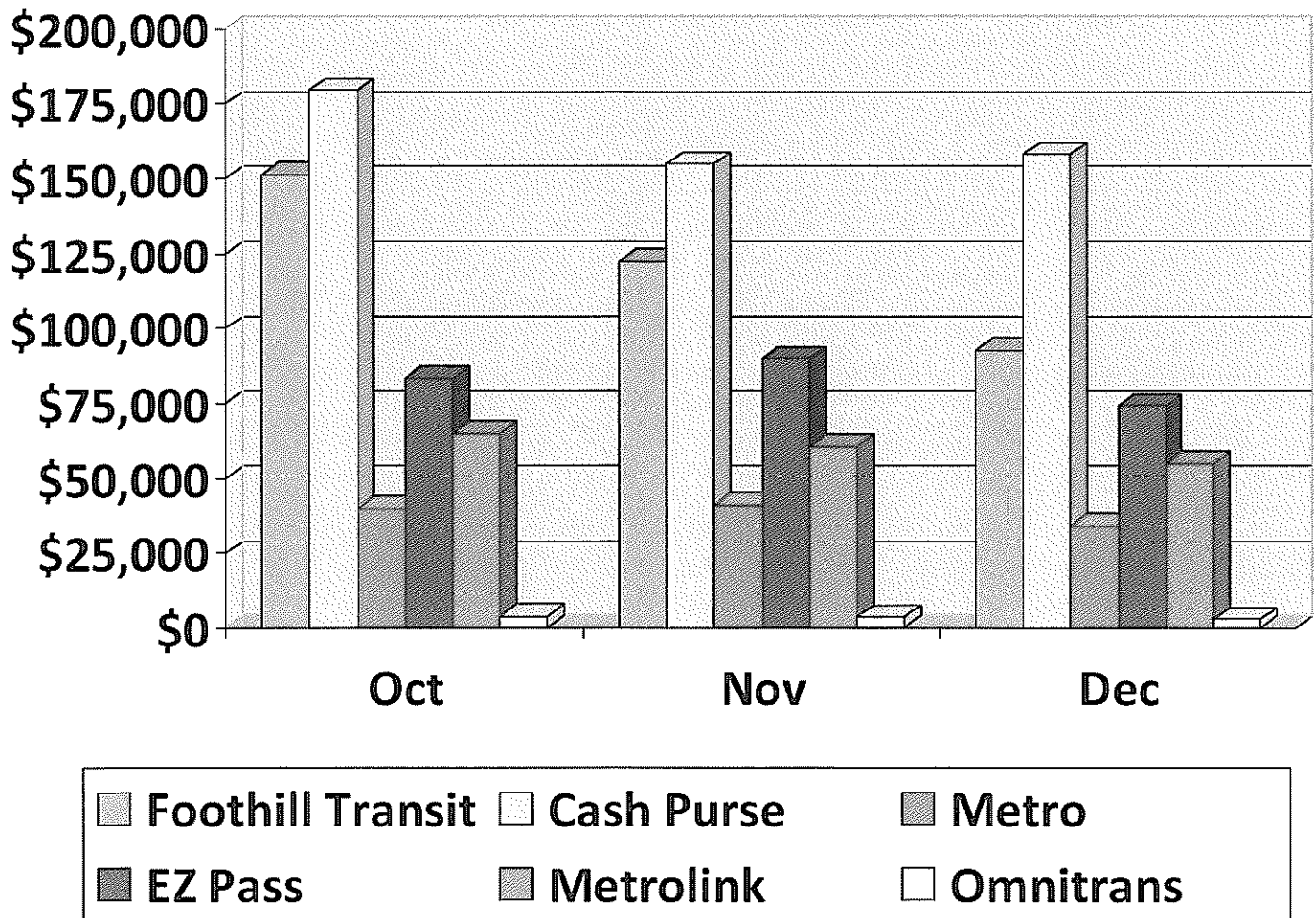
Attachment A

Transit Store Quarterly Report FY 13 Sales Trend by Store



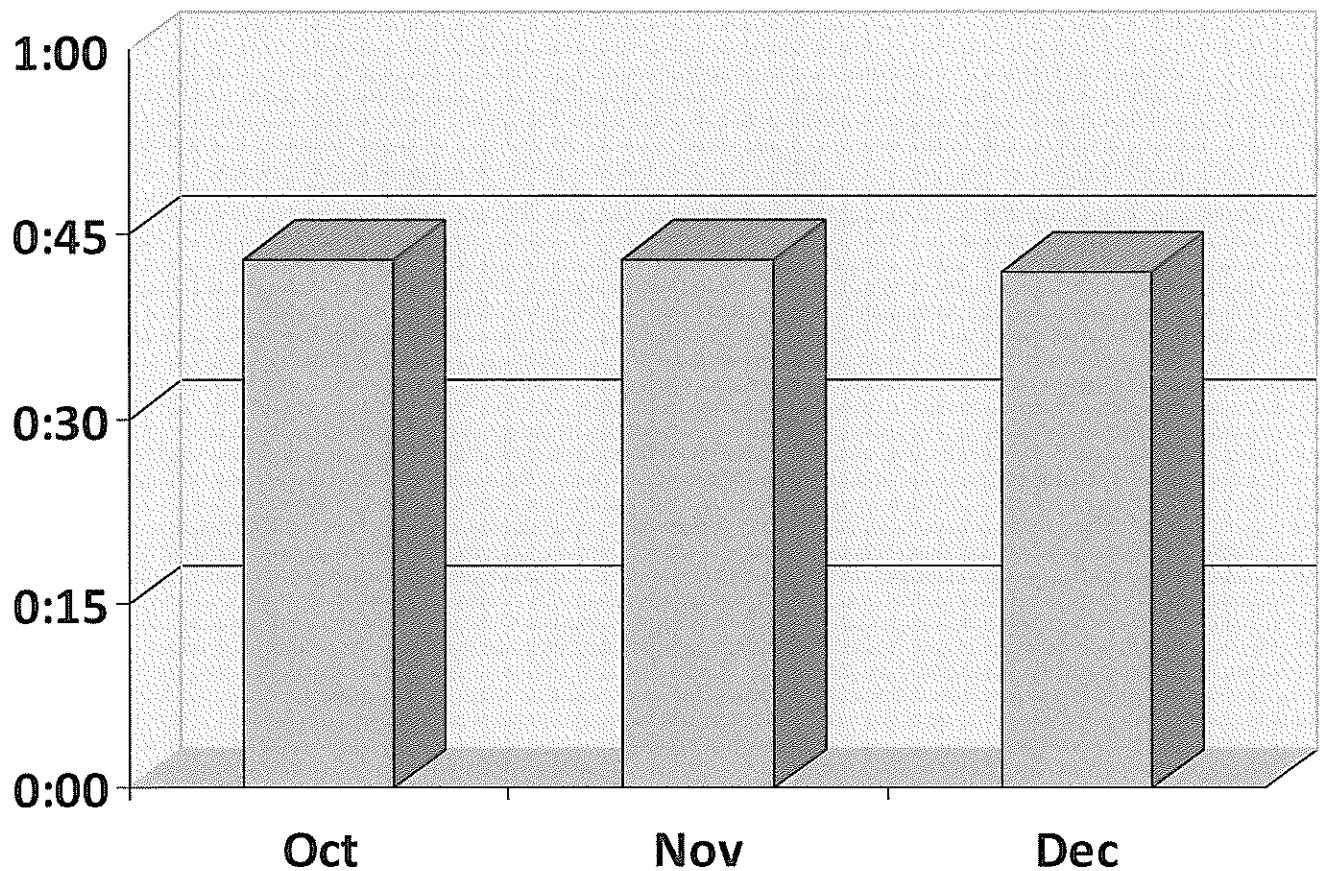
Attachment B

Transit Store Quarterly Report FY 13 Sales Trends by Product



Attachment C

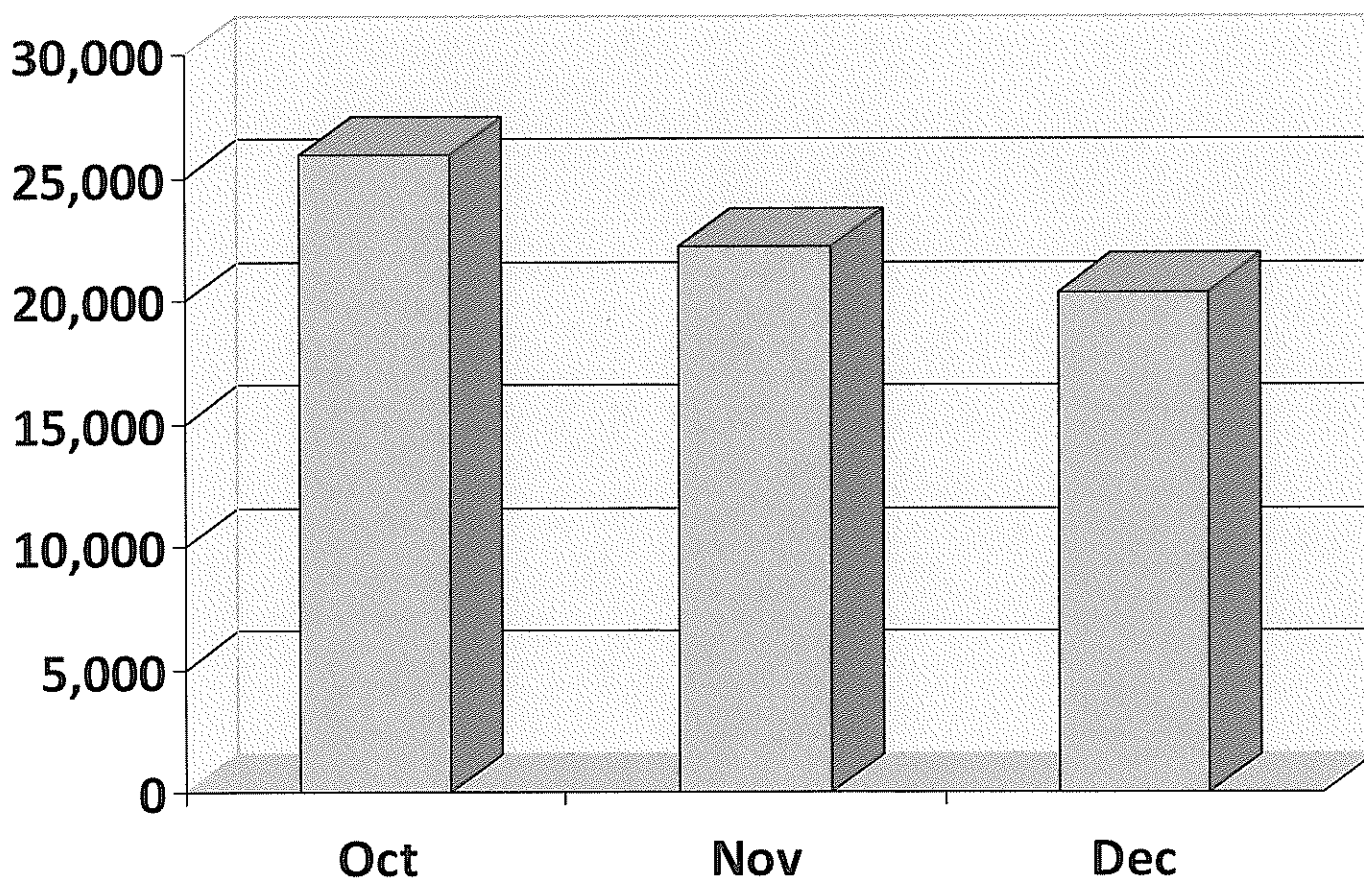
Transit Store Quarterly Report FY 13 Average Hold Time





Attachment D

Transit Store Quarterly Report FY 13 Total Calls Answered



Transit Store Quarterly Report FY 13 Total Walk-in Traffic

